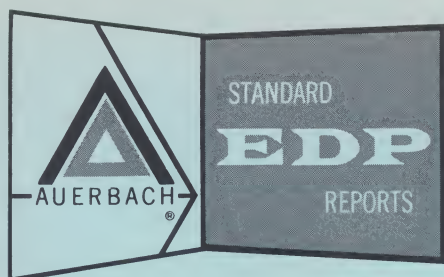




Increased Efficiency

in Electronic Data Processing





what it is...and why...

AUERBACH Standard EDP Reports is a unique, multi-volume analytical reference service that brings you the data and evaluations you need to improve the operation of business and scientific computer systems—and keeps you informed about new developments through regular supplements.

AUERBACH Standard EDP Reports is the only computer information service that provides:

- *User-oriented evaluations* . . . through critical analyses of relative strengths and weaknesses and standardized, easily-interpreted measures of performance.
- *Meaningful comparisons* . . . through standardized report formats and definitions.
- *Comprehensive coverage* . . . through regular supplements which describe and analyze the latest developments in the field.
- *A high level of accuracy* . . . through preparation by a staff of experts and prepublication checks by the equipment manufacturers.

An EDP system is an extremely powerful but expensive tool for processing business data or performing scientific calculations. Management is in-

vesting large amounts of money in EDP and should expect the maximum return. But computer technology is characterized by a never-ending procession of product improvements and new developments. In this constantly changing atmosphere, it is extremely difficult to rate the relative performance and value of the available equipment, programs, and techniques.

Few individual organizations can afford a staff of qualified analysts to keep abreast of this dynamic technology. *AUERBACH Standard EDP Reports* has been expressly designed to help you make better decisions and get more value from EDP expenditures by providing the facts and performance ratings you need.

Objective evaluation by a staff of experienced analysts, often aided by advance information from the computer manufacturers, enables *AUERBACH Standard EDP Reports* to present the most timely and comprehensive independent appraisals of EDP systems and techniques available today. Detailed analyses of new developments are published long before the first deliveries are made, and the reports on existing systems are updated regularly to reflect the latest improvements and the experience of users.

COMPUTER SYSTEM REPORTS

At the heart of *AUERBACH Standard EDP Reports* are the detailed technical reports covering individual digital computer systems. Each Computer System Report averages over 50 pages in length and provides information about more than 1,000 significant factors. The standardized report format and easy-to-use numbering system provide quick references and facilitate comparisons. Each Computer System Report describes and analyzes:

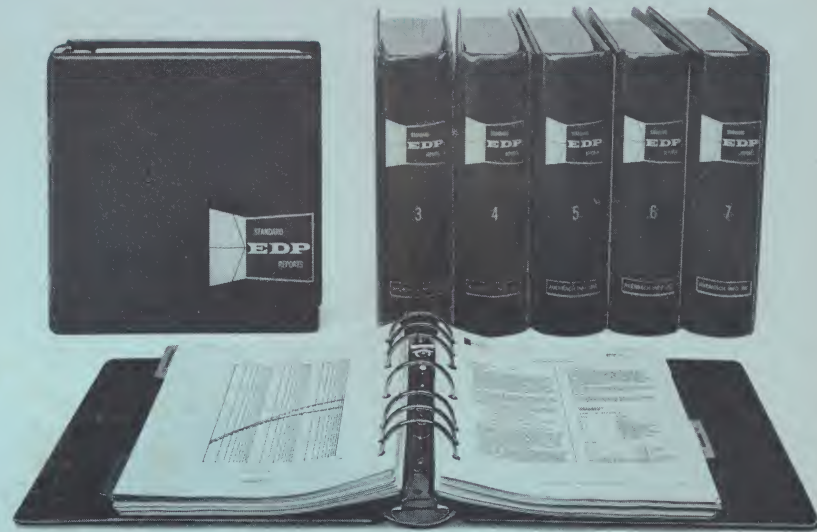
- *Equipment* . . . performance, features, limitations, and prices of the central processor and all peripheral devices.
- *Simultaneous Operations* . . . precise rules showing which combinations of peripheral devices can operate simultaneously.
- *Software* . . . characteristics, features, configuration requirements, and performance of each assembler, compiler, operating system, and utility routine.
- *System Performance* . . . curves showing the performance of typical equipment configurations on several standardized "benchmark" problems that are representative of computer workloads in both business and scientific applications.

OTHER MATERIAL

To back up the Computer System Reports and meet your other EDP information needs, *AUERBACH Standard EDP Reports* also provides:

- *Comparison Charts* . . . summarize and compare key data on equipment, performance, and costs.
- *Special Reports* . . . provide facts and guidelines on such important topics as systems analysis techniques, optical character recognition, decision tables, and random access storage.
- *An Index* . . . facilitates quick references to all the information about any device, program, or concept.
- *A Glossary* . . . defines the precise meaning of each technical term as used in the reports.
- *The Users' Guide* . . . explains the basis and significance of each numbered entry in the Computer System Reports and serves as a valuable checklist for computer system evaluations.
- *Regular Supplements* . . . provide prompt coverage of all significant developments and trends in the EDP field by adding new material to the service and keeping the existing material comprehensive and up to date.

continuing analyses of computer systems



what it will do for you...

The facts and evaluations contained in this comprehensive reference service will help you:

- Select the new system that will most effectively meet your needs and minimize conversion costs.

- Evaluate proposals from EDP equipment manufacturers.

- Process more data with existing equipment.

- Decrease programming costs.

- Justify proposed EDP expenditures.

- Decide when it is time to "trade up" to a new computer system.

- Process present workloads with simplified, less expensive equipment configurations.

- Keep up to date on new developments in EDP equipment and techniques.

- Plan EDP systems and procedures.

- Monitor the efficiency of EDP operations.

AUERBACH Standard EDP Reports is enthusiastically accepted as a principal source of authoritative technical information by nearly all of the major computer manufacturers and consulting firms. Computer users in ever-increasing numbers are discovering how this unique service helps cut costs and increase throughput. Numerous subscribers report that *AUERBACH Standard EDP Reports* provides exactly the information they need and saves many times its price.

A one-year subscription to *AUERBACH Standard EDP Reports* costs less than one man-month of a systems analyst's time—and it can free *all* your analysts from the frustrating, time-consuming task of collecting, correlating, and analyzing EDP equipment data from diverse sources.

By placing all the pertinent information at their fingertips, *AUERBACH Standard EDP Reports* lets your analysts concentrate on performing the analytical work for which they were trained and employed. The result: more job satisfaction for your analysts and more efficient, creative solutions to your data processing problems.

The material in the pocket of this folder will give you a clearer picture of *AUERBACH Standard EDP Reports*. Included are a summary of the current contents, some pages which are representative of the material our subscribers received in recent supplements, and information on prices and terms. For any further information you may need, please write or phone the publisher.



about AUERBACH Corporation...

AUERBACH Corporation is a systems-design/consulting organization whose area of specialty is information technology—a synthesis of disciplines for the more efficient collection, processing, storage, retrieval, dissemination, and use of information. All of its systems-design and consulting work is aimed at one objective: to improve, either directly or indirectly, the use of information as an operational and management resource.

To achieve this objective, the company offers a combination of capabilities in computer technology, systems engineering, management theory, learning theory, predictive mathematics, and information storage and retrieval. These capabilities have been applied in:

- Command and Control Systems
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- Computer Programming
- Integrated Data-Processing Systems
- Planning-Factors Studies
- Industrial Product and Market Planning
- Information-Storage-and-Retrieval Systems
- Equipment Analysis
- Scientific and Technical Literature Research

AUERBACH Standard EDP Reports is published by AUERBACH Info, Inc., a wholly owned subsidiary of AUERBACH Corporation. For more information, write:

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December 16, 1964

Mr. T. Nelson, Systems Consultant
Box 1546
Poughkeepsie, New York 12603

Dear Mr. Nelson

Thank you for your response to our advertisement appearing in the September-October issue of "Systems" regarding AUERBACH Standard EDP Reports. We are pleased to furnish you with the following information regarding these Reports.

AUERBACH Standard EDP Reports is an encyclopedic reference service covering computer system characteristics and performances as well as related technology. The service is designed to present a comprehensive and complete analysis of each computer system which will serve as a uniform base for further evaluation and more specific application analysis by the subscriber's technical personnel. A brochure which describes the contents of the service along with several examples and sample pages have been attached for your review. We have also included a Table of Contents taken from a recent supplement which will demonstrate the scope and timeliness of coverage.

A new subscription to AUERBACH Standard EDP Reports entitles the purchaser to the seven-volume encyclopedic set containing all of the analytical materials published prior to the month of subscription and one year's updating service through supplements, commencing with the month of entry and acceptance of the order, for the price of \$900.00. Additional years of updating services through regularly published supplements are available at \$695.00 per year. All prices are net.

We hope that the above information will assist you in evaluating our product in terms of your requirements, and we look forward to adding your organization to our growing list of subscribers.

Very truly yours,

AUERBACH INFO, INC.



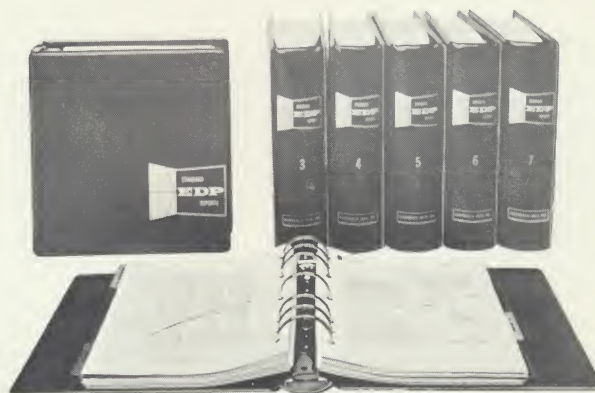
R. G. Scott
Director of Customer Relations

RGS:mv

Enclosure



*selected material
from
recent supplements*



During the first six months of 1964, AUERBACH Standard EDP Reports subscribers received eight new Computer System Reports, four completely revised Computer System Reports, and three Advance Reports on new systems of special significance — a total of 900 pages of valuable EDP reference material. Its timeliness and analytical depth is exemplified by the publication of our 32-page IBM System/360 Advance Report in the April supplement and our detailed 220-page Computer System Report on the System/360 in the June and July supplements — closely following its announcement by IBM on April 7, 1964.

The attached pages selected from the June and July 1964 supplements are representative of the material our subscribers receive in the current 7-volume encyclopedic set of AUERBACH Standard EDP Reports and through the supplements. Included are:

- The Summary Table of Contents, regularly updated, which lists all of the Computer System Reports and the supplementary reference material.
- An example of the "Blue Sheet" which heads each supplement and keeps the subscriber and his staff informed of the new material being added and the procedure for filing it.
- Selected pages from the 220-page Computer System Report on the IBM System/360. These brief excerpts illustrate the uniquely useful AUERBACH Standard EDP Reports approach to the analysis of computer equipment, software, and performance.

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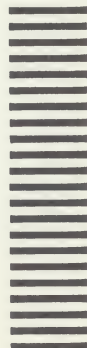
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